

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	April 2010	April 2011	% Change	April 2010	April 2011	% Change	April 2010	April 2011	% Change	April 2010	April 2011	% Change	April 2010	April 2011	% Change
Apache County	53.1%	58.0%	9.2%	\$71.86	\$72.32	0.6%	\$38.18	\$41.94	9.9%	15,667	17,104	9.2%	29,490	29,490	0.0%
Cochise County	57.9%	56.2%	-3.0%	\$69.61	\$68.32	-1.8%	\$40.31	\$38.39	-4.8%	52,888	51,310	-3.0%	91,320	91,320	0.0%
Coconino County	64.5%	64.4%	-0.1%	\$80.16	\$85.63	6.8%	\$51.69	\$55.15	6.7%	206,220	205,990	-0.1%	319,800	319,860	0.0%
Gila County	59.0%	50.9%	-13.6%	\$72.40	\$71.26	-1.6%	\$42.71	\$36.30	-15.0%	20,759	17,928	-13.6%	35,190	35,190	0.0%
Graham County	40.0%	43.4%	8.6%	\$71.00	\$67.38	-5.1%	\$28.37	\$29.24	3.1%	7,479	8,071	7.9%	18,720	18,600	-0.6%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
Maricopa County	62.2%	63.3%	1.8%	\$117.29	\$116.75	-0.5%	\$72.95	\$73.93	1.4%	1,091,599	1,123,132	2.9%	1,755,240	1,773,660	1.0%
Mohave County	57.5%	63.0%	9.5%	\$64.45	\$64.82	0.6%	\$37.06	\$40.81	10.1%	73,238	80,833	10.4%	127,380	128,370	0.8%
Navajo County	48.2%	52.5%	8.8%	\$62.76	\$62.71	-0.1%	\$30.28	\$32.93	8.8%	48,473	52,227	7.7%	100,470	99,450	-1.0%
Pima County	59.1%	60.5%	2.3%	\$98.21	\$96.72	-1.5%	\$58.04	\$58.47	0.7%	283,337	289,653	2.2%	479,460	479,130	-0.1%
Pinal County	50.2%	59.3%	18.0%	\$71.23	\$71.67	0.6%	\$35.78	\$42.47	18.7%	29,827	36,552	22.5%	59,370	61,680	3.9%
Santa Cruz County	48.9%	52.4%	7.2%	\$73.33	\$72.43	-1.2%	\$35.88	\$37.97	5.8%	16,072	17,223	7.2%	32,850	32,850	0.0%
Yavapai County	59.9%	60.6%	1.2%	\$126.49	\$131.84	4.2%	\$75.78	\$79.94	5.5%	86,975	88,898	2.2%	145,170	146,610	1.0%
Yuma County	50.1%	60.8%	21.5%	\$73.32	\$73.95	0.9%	\$36.71	\$44.97	22.5%	56,118	68,163	21.5%	112,080	112,080	0.0%

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	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change
Apache County	45.5%	47.9%	5.3%	\$70.20	\$70.54	0.5%	\$31.93	\$33.78	5.8%	53,656	56,481	5.3%	117,960	117,960	0.0%
Cochise County	58.3%	58.0%	-0.7%	\$69.60	\$69.24	-0.5%	\$40.61	\$40.13	-1.2%	214,455	211,664	-1.3%	367,581	365,249	-0.6%
Coconino County	50.5%	49.3%	-2.5%	\$71.35	\$74.00	3.7%	\$36.04	\$36.45	1.1%	623,797	616,429	-1.2%	1,234,764	1,251,630	1.4%
Gila County	50.8%	48.8%	-4.0%	\$69.15	\$68.13	-1.5%	\$35.13	\$33.22	-5.4%	71,512	68,639	-4.0%	140,760	140,760	0.0%
Graham County	34.0%	48.9%	43.9%	\$68.16	\$68.24	0.1%	\$23.18	\$33.38	44.0%	25,462	36,394	42.9%	74,880	74,400	-0.6%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
Maricopa County	66.6%	70.6%	6.1%	\$120.82	\$123.04	1.8%	\$80.41	\$86.86	8.0%	4,639,456	4,984,184	7.4%	6,970,652	7,059,901	1.3%
Mohave County	56.6%	59.9%	5.8%	\$59.72	\$60.29	1.0%	\$33.79	\$36.11	6.9%	288,329	307,557	6.7%	509,520	513,480	0.8%
Navajo County	42.9%	44.3%	3.3%	\$61.00	\$61.56	0.9%	\$26.15	\$27.26	4.2%	172,298	176,143	2.2%	401,917	397,800	-1.0%
Pima County	62.8%	63.9%	1.7%	\$102.92	\$102.04	-0.9%	\$64.68	\$65.20	0.8%	1,205,663	1,224,646	1.6%	1,918,666	1,916,520	-0.1%
Pinal County	57.9%	68.1%	17.7%	\$74.95	\$75.69	1.0%	\$43.37	\$51.55	18.9%	137,424	168,034	22.3%	237,480	246,720	3.9%
Santa Cruz County	50.9%	52.2%	2.5%	\$73.13	\$73.83	1.0%	\$37.26	\$38.57	3.5%	66,945	68,636	2.5%	131,400	131,400	0.0%
Yavapai County	49.0%	50.7%	3.4%	\$112.62	\$114.81	1.9%	\$55.23	\$58.24	5.4%	286,379	297,252	3.8%	583,977	586,020	0.3%
Yuma County	59.0%	68.3%	15.8%	\$73.16	\$72.65	-0.7%	\$43.16	\$49.63	15.0%	264,463	306,234	15.8%	448,320	448,320	0.0%

n/a= not available

\* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.